

American Association of Legal Nurse Consultants

2016-2018 Strategic Plan

Goal 1: Audience

AALNC will validate the experienced LNC is its core demographic and align the value proposition of its products and services to target this demographic.

Objective 1: Validate the experienced LNC is AALNC's core demographic by July 31, 2016.

Owner: Marketing & Communication Services

Action Item: Conduct needs assessment.

Action Item: Analyze responses and present findings to prove/disprove the experienced LNC is its core demographic.

Objective 2: Evaluate current products/services portfolio to determine alignment with the needs of the junior LNC by May 2017.

Owner: Director of Education, Marketing & Communication Services, Staff

Action Item: Identify which products/services don't align with the definition of the junior LNC and determine ability to re-align products/services or discontinue.

Action Item: Using updated products & services portfolio, develop value proposition statements for each.

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Goal 2: Knowledge Transfer

AALNC will re-focus its education on new and emerging trends in litigation, using current and relevant delivery methods for the junior LNC.

Objective 1: Develop an education strategy focusing on content and delivery methods by December 31, 2017.

Owner: Director of Education, All Educational Committees

Action Item: Identify emerging trends in litigation and in educational delivery methods.

Action Item: Survey junior LNCs to identify their areas of educational interest.

Action Item: Develop education strategy that drives education for the junior LNC.

Objective 2: Educate the junior LNC on the resources and education provided by AALNC by December 31, 2017.

Owner: Marketing & Communication Services

Action Item: Develop a marketing plan to educate the experienced LNC on AALNC's education and other service offerings.

Objective 3: Use metrics to evaluate education strategy to ensure its meeting the needs of the experienced LNC by December 31, 2018.

Owner: Director of Education, Staff

Action Item: Identify what metrics will be used to evaluate products/services and create a timeline for reporting those metrics.

Action Item: Continually assess metrics and revise education strategy as needed.

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Goal 3: Awareness

AALNC will prove the value of board certification to payers and market LNCs/LNCCs to the legal community.

Objective 1: Prove the value of board certification to payers by December 31, 2017.

Owner: Staff, Outside research/consulting vendor*

Action Item: Board to identify payer community by July 31, 2016.

Action Item: Conduct research on case outcomes that use LNCCs versus non-LNCC nurse consultants*.

Action Item: Survey payers to see if they know of and find value in using a LNCC.

Action Item: Based on research results, draft and publish position statement on the value-add of the LNCC.

Objective 2: Educate the legal/payer community on the LNC by December 31, 2018.

Owner: Marketing & Communication Services

Action Item: Develop a marketing plan to educate the legal/payer community on the role and value of an LNC and the LNCC, including promotion of the LNC Locator and job board.

Action Item: Identify metrics to measure if the legal/payer community has an increased awareness of the value-add of the LNC and the LNCC.